

Fig. 1

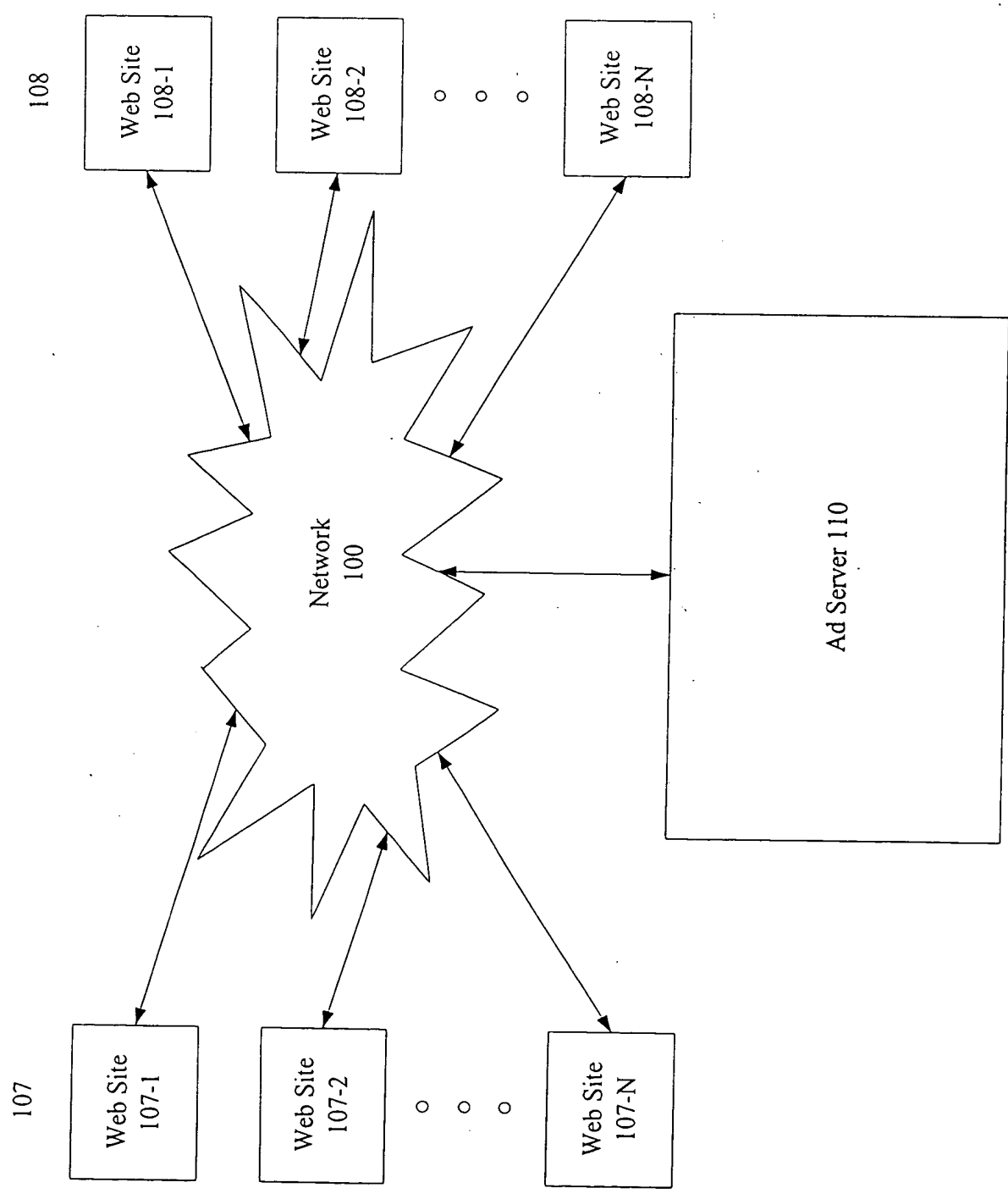


Fig. 1a

AD DATABASE 200

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Ad 210	Ad ID 211	Product Category 212	Company 213	Company ID 214	Methods 215	Entrant Count 216	Entrant Limit 217	Run Count 218	Viewer 219	Entrant 220	Request 221	Prize 222
Barbie	1243	11	Mattel	90000	Quicktime	14	100	23900	S1654, T7634, R7890, T5423, N8927, E7138 ...	S1654, T5423, N8927, E7138 ...	S1654, E7138 ...	Malibu Barbie
Yahoo Travel	5693	10	Yahoo	90001	ActiveX	500	500	113990	W8923, Y3654, J4324, S1562, H9800, N1982 ...	Y3654, N1982 ...	N1982 ...	\$50 Certificate
Mutual Funds	2039	3	Fidelity	90003		3568	5000	939923	F1283, N1982, E7325, L9318, W1673, ...	F1283, N1982, L9318, W1673, ...	F1283, L9318, W1673, ...	\$100 Award
Barbaque	4325	20	Brookstone	90010	Shockwave, Quicktime	103	4000	34563	S7126, C9128, B1298, W1673, N8927, ...	B1298, W1673, N8927, ...	B1298, W1673, ...	Barbaque Tools
Tax Advantage	2341	3	Etrade	96500		8990	10000	19000	D1627, B7893, G1298, G2903, I9102, ...	D1627, B7893, G2903, ...	D1627, B7893, G2903, ...	\$500 Award
Palm X	3774	4	Palm	99870	Shockwave	7893	10000	876543	E8913, W0192, Q0922, V2309, U1203, ...	E8913, W0192, Q0922, V2309, U1203, ...	E8913, ...	Palm X

Fig. 2

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REGISTERED VIEWER DATABASE 300

Viewer ID	Name	Street Address	State	City	Zip Code	Phone	Link Log
310	311	312	313	314	315	316	317
T5423	Trenert, Tom C.	110 Lasalle Street	TX	Houston	21902	832-654-7865	www.yahoo.com, www.watches.com
N1982	Needham, Bob	23 Smith Street, Apt 78	AL	Mobile	47302	334-876-8923	
G1298	Garcia, Mary J.	4 Cardinal Court	HI	Honolulu	87368	808-736-3798	www.mattel.com
U1203	Uita, Harry P.	78 Bloomfield Way	MA	Waltham	12093	781-983-3891	
B1298	Black, Sue A.	12 Swan Pond Road	CA	Fremont	18739	415-234-8732	www.go.com; www.fidelity.com
S1562	Smith, John H.	10-324 8th Avenue	NY	Greenport	11897	631-435-9213	www.liting.com

Fig. 3

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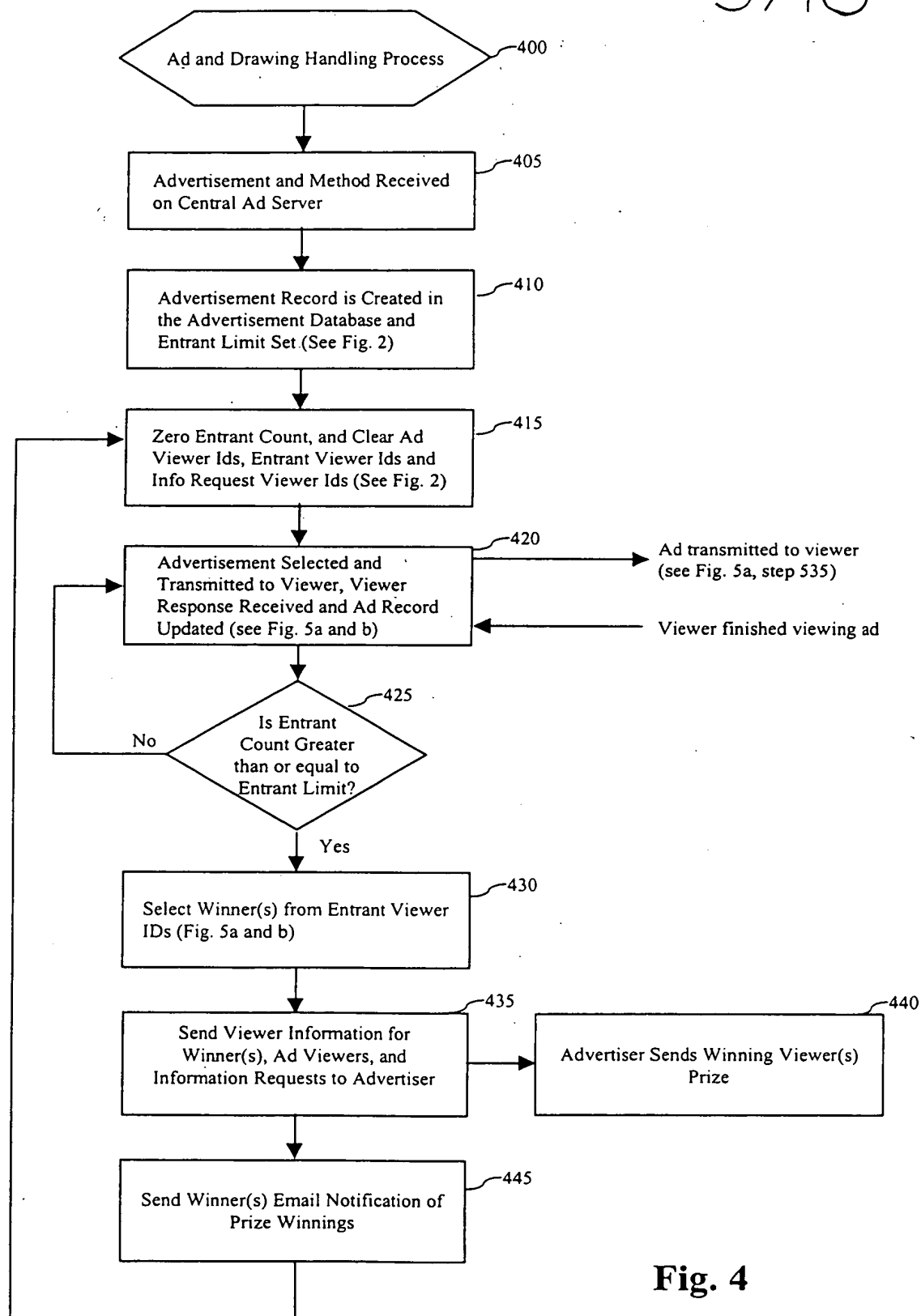


Fig. 4

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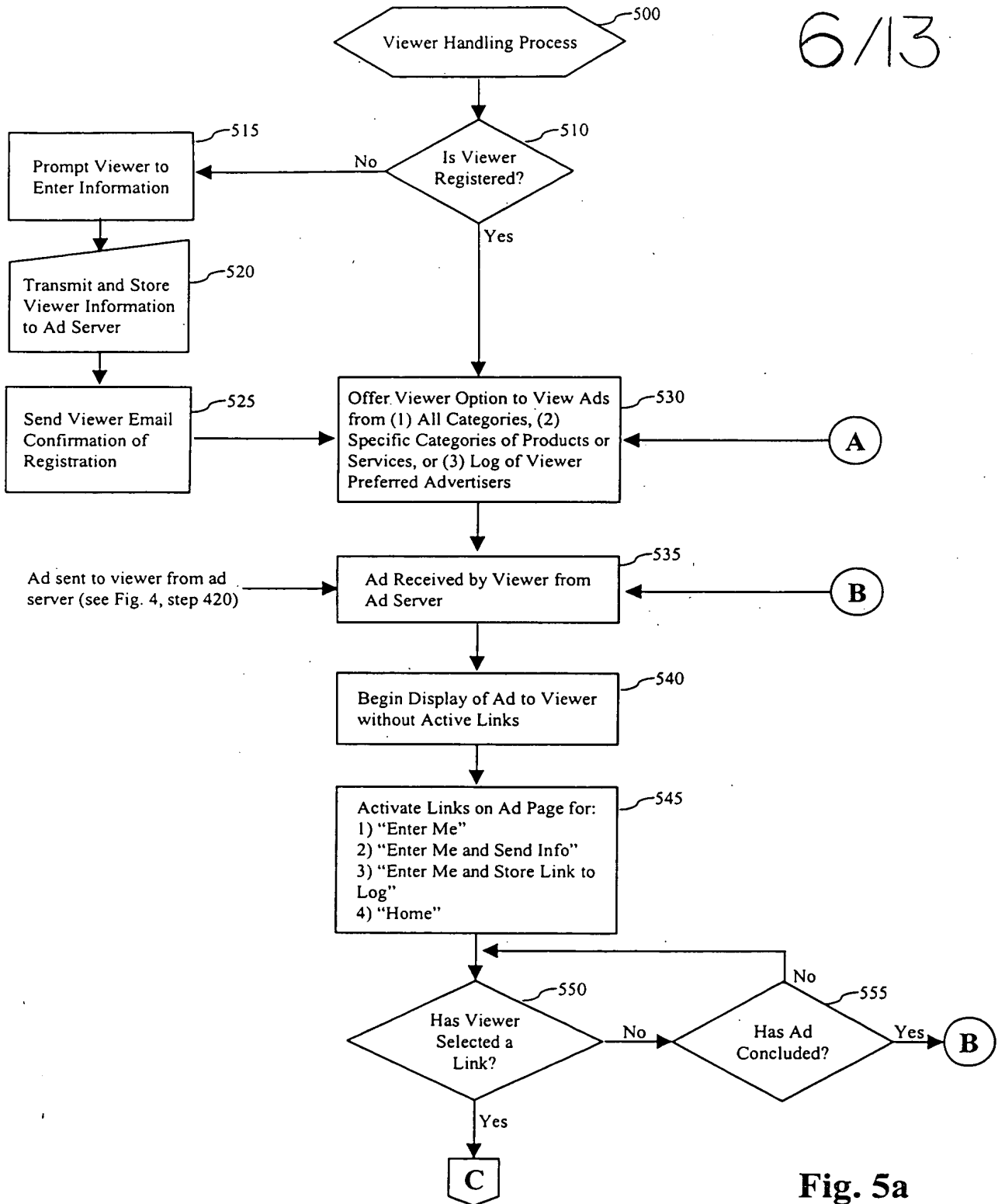


Fig. 5a

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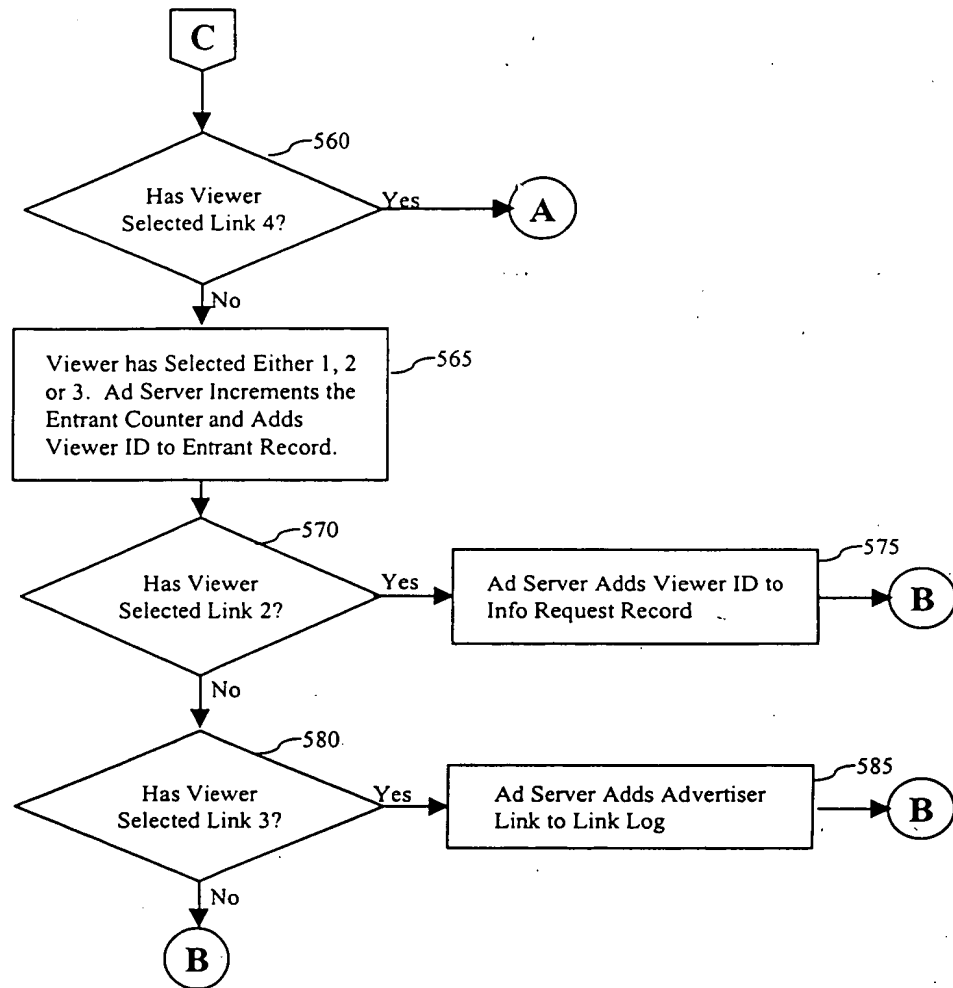
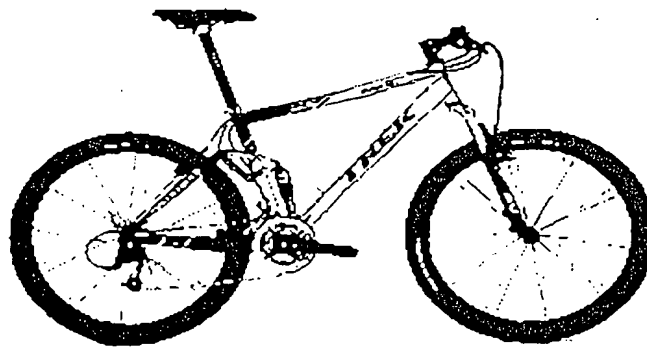


Fig. 5b

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You can enter to win a new mountain bike from
Go Fast Bikes
by viewing the following presentation about our new
Y bike



GO!

Click the photo or GO! to start the presentation

Fig. 6a

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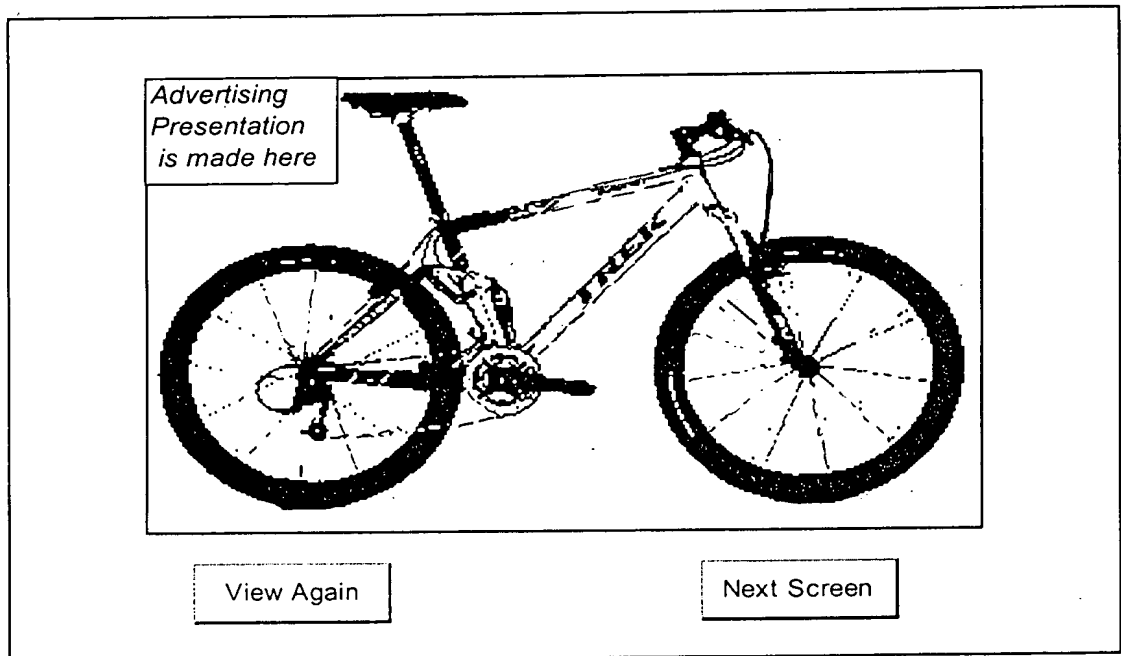


Fig. 6b

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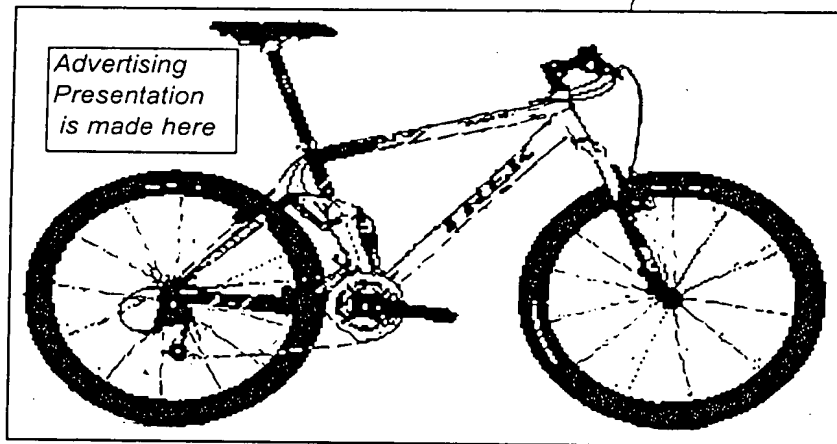
Thank you for view the presentation about our
exciting new Y bike.

To be entered to win one of these new bikes select one of the options below.

- ☐ Enter me
- ☐ Enter me and send information
- ☐ Enter me and go to Go Fast Bikes
- ☒ Enter me, send information & go to Go Fast Bikes

Fig. 6c

You can enter to win a new mountain bike from
Go Fast Bikes
by viewing the following presentation about our new
Y bike



GO!

Click the photo or GO! to start the presentation.

Thank you for view the presentation about our
exciting new Y bike.

Select one of the options below.

- 602
- ☐ Enter me
 - ☐ Enter me and send information
 - ☐ Enter me and go to Go Fast Bikes
 - ☒ Enter me, send information & go to Go Fast Bikes

Fig. 6d

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Advertisement Set Up		
Advertiser Id	<input type="text" value="2255"/>	
Advertisement ID	<input type="text" value="111"/>	
PAGE DISPLAY CONTROL		
	Own Page	With Ad
Offer Display	<input checked="" type="radio"/>	<input type="radio"/>
Entry Display	<input checked="" type="radio"/>	<input type="radio"/>
OFFER CONTROL		
Offer Text	<div><p>You can enter to win a new mountain bike from Go Fast Bikes after viewing the following presentation about our new Y bike.</p></div>	
<input type="button" value="Help"/>		<input type="button" value="Update"/>

Fig. 7

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Button Control Set Up

Advertisement ID

Button Availability	Display	Do Not Display
1	<input checked="" type="radio"/>	<input type="radio"/>
2	<input checked="" type="radio"/>	<input type="radio"/>
3	<input checked="" type="radio"/>	<input type="radio"/>
4	<input checked="" type="radio"/>	<input type="radio"/>

Button Display Text

1	<input type="text" value="Enter me"/>
2	<input type="text" value="Enter me and send infomation"/>
3	<input type="text" value="Enter me and go to Go Fast Bikes site"/>
4	<input type="text" value="Enter me, send info & go to Go Fast Bikes site"/>

Button

Activation Message

Enable Buttons:

With Ad	<input type="radio"/>	After Ad Start	<input type="text" value="20"/>	Seconds
At End of Ad	<input checked="" type="radio"/>			

Time Available After Enabled Seconds

Fig. 7a